



## MINUTES

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### Travel Paso Board of Directors

#### **Travel Paso Board of Directors Meeting Minutes**

Tuesday, October 17, 2017 3:00pm  
Courtyard by Marriott  
120 S. Vine, Paso Robles

#### **1. CALL TO ORDER:** Victor Popp

**PRESENT:** Victor Popp – Chair; Margaret Johnson, Treasurer; Alex Villicana, Secretary; John Arnold, Douglas Ayres, Steve Martin, Bill Roof, Brittany Tonkin

**CALL IN:** Kathy Bonelli

**ABSENT:** Michael Bradley

**STAFF PRESENT:** Stacie Jacob, Jennifer Bravo

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#### **Call to Order at 3:03pm**

#### **2. PUBLIC COMMENT (On Non-Agenda Items)**

No public comment.

#### **ANNOUNCEMENT**

League of American Bicyclists webinar – Wednesday, October 25, 1-2pm

- Solterra to be present on webinar.

How Paso Robles Can Support North Coast Communities

- V. Popp – discussion. TP working with PRWCA: posted their Fire Relief press release, shared their social media posts. Modified our TR social to incorporate Fire Relief Support. Martin Resorts waiving 'No Show' fees on guests affected by North Coast fires. Working with lodging partners and vacation rentals to have a shared Lodging Hotline for vacant properties.
- Discussion: TP needs to build a Crisis Communication Plan.

PRWCA Board – two Board openings for Associate/Hospitality members

- J. Arnold, B. Roof, T. Dicataldo and V. Popp all interested in submitting for a seat on the PRWCA BOD as a Associate/Hospitality member.

City of Paso Robles holding a Wayfinding Signage Meeting on October 23. Solterra and J Arnold will attend.

#### **CONSENT AGENDA**

- 3. Review/Approve September 19 Board Minutes**  
**Review/Approve September 29 Closed Session Board Minutes**  
**Review/Approve September Financials**

**ACTION:** Moved by **M. Johnson/A. Villicana** to approve minutes and financials as presented.

## **UPDATES & DISCUSSIONS**

### **4. Community Relations & Events**

- a. Receive and File Visit SLO CAL Monthly Update
  - i. J. Arnold recapped meeting. January 2018 meeting will be held at Holiday Inn in Paso Robles.

### **4. Paso Robles Destination Admin**

- a. Receive and File TP Competitive Set STR Report
  - i. Solterra to email Bill STR reports. Solterra reviewing Lodging Partner Package to be distributed by end of month. J. Arnold to email all future lodging development plan to the BOD. Add to future agenda for discussion.
- b. Organization Transition Updates/Status
  - i. City of Paso Robles Contract
    - 1. Redlined by Civitas, now with City to review. DBA in process, Signature cards updated and Business License complete.
  - ii. Policies
    - 1. BOD review Visit SLO Cal policies to be adapted to Travel Paso.

**ACTION:** Moved by **B. Roof/ M. Johnson** motion to adopt Visit SLO Cal policies to Travel Paso.

### **5. Marketing**

- a. Receive and File September Monthly Marketing Report – Big Red Marketing
  - i. BOD discussion on social media - numbers are weak. Discuss with Marketing Committee on how to increase numbers. Blog numbers – need more lists, more action. BOD wish to see more then the Top Three viewed pages and see where the Mavericks rank. Mavericks not resonating with consumers.
- b. Marketing Committee Updates/Recommendations
  - i. Visit Widget – Paso Robles Chamber
  - ii. Visit SLO CAL Visitor Guide
    - 1. Solterra to move forward with Visit SLO Cal Visitors Guide. BOD to see draft. Ideas to incorporate into the ad: Downtown, Vina Robles, Vineyards, Event, Paso Pops.
  - iii. Fall Digital Advertising
    - 1. To be focused on holiday themes, content build that will carryover into social media, Giveaway Package that will collect email addresses, to include listicles and restaurant/hotel month. ‘Give the Gift of Paso Robles’, ‘Fall in Love with Paso Robles’.
  - iv. Community Partnerships
    - 1. Will be in Promo Opps, reviewed timeline for Community Partnership to be submitted. Solterra will present Community Partnership applications at November 21 BOD meeting.

**ACTION:** Moved by **M. Johnson/ B. Tonkin** to move forward with Fall Digital ad campaign and Visit SLO Cal Visitors Guide.

**6. ADJOURNMENT:** Meeting adjourned at 4:32pm